

## Origin and Growth

Scottsdale is centrally located in Maricopa County, Arizona, with its boundaries encompassing an area approximately 185.2 square miles. Lying at an elevation of 1,260 feet above sea level, the City averages 322 days of sunshine and 7.74 inches of rainfall per year, with the average minimum and maximum temperatures ranging from 56.2 degrees to 86.3 degrees, respectively. The City is bordered to the west by Phoenix, the state capital, by Tempe to the south, and by the Salt River/Pima Maricopa Indian Community to the east. Scottsdale, together with its neighboring cities, forms the greater metropolitan Phoenix area, which is the economic, political, and population center of the state.

Scottsdale was founded in the 1800's when retired Army Chaplain Major Winfield Scott homesteaded what is now the center of the City. The City incorporated in 1951 and the City Charter, under which it is presently governed, was adopted in 1961. The City has experienced significant increases in population, with the 1950 census reporting 2,032 residents and the 1990 census reporting 130,069. The population grew to 168,176 in October 1995 and is estimated at 234,628 for July 2005.

## Government and Organization

Scottsdale operates under a council-manager form of government as provided by its Charter. The Mayor and six City Council members are elected at large on a non-partisan ballot for a four-year term. The City Council appoints the City Manager, who has full responsibility for carrying out Council policies and administering City operations. The City Manager, in turn, appoints City employees and department General Managers under service procedures specified by Charter.

## Employment

Scottsdale is creating jobs faster than it is adding to its labor force, and thus is a net importer of jobs. Not only does this situation create employment opportunities for the residents, but it also creates a significant business component to the local tax base. The unemployment rate is lower than state and metro levels and is approximately 3.9% (April 2005).

## Transportation

Scottsdale's transportation network offers citizens a variety of mobility choices. The Pima and Red Mountain Freeways and City streets let people move into and around the City. The advanced technology of Intelligent Transportation Systems detection, dynamic message signs and signalization help minimize delays, especially during special events like the FBR Open. Local and regional bus routes and alternative modes of transportation such as Cab Connection and bicycles provide additional access to this extraordinary City. Scottsdale Airport, operated by the City, provides general aviation and worldwide charter air service. The Transportation Department's divisions are Aviation, Transportation Planning, Transit, Traffic Engineering-Intelligent Transportation Systems and Transportation Administration. They work together to support the mission of encouraging livable neighborhoods and providing for safe, efficient and affordable movement of people and goods in Scottsdale.

## Educational Facilities

Several institutions of higher learning are available to City residents. Arizona State University, one of the major universities in the nation, is located in Tempe just south of the City. The University has approximately 57,000 students, graduate and undergraduate, a choice of 12 colleges and has 2,268 full-time faculty members. Scottsdale Community College, a part of the Maricopa Community College System, is located on the eastern border of the City, on the Salt River/Pima Maricopa Indian Community. The college is a two-year college, which offers a wide variety of academic, occupational, developmental, and special interest programs. Other higher educational facilities include the University of Phoenix and the Scottsdale Culinary Institute. The City is also served by 25 public elementary and middle schools, 5 public high schools, and a number of private schools.

## Tourism

Tourism is one of Scottsdale's largest industries and is a significant contributor to Scottsdale's economy. Numerous resort and convention facilities, along with many hotels and motels, provide nearly 10,000 guest rooms, along with many public and private golf courses and tennis courts, and several country clubs. The number of rooms is expected to remain stable through 2006. More than 17,000 retail shops, boutiques, and galleries are located throughout the City and a selection of almost 600 restaurants is available. These services and facilities, complemented by the mild winter, have made Scottsdale a popular vacation spot for tourists and winter visitors.

## Demographics

The following tables provide additional demographic statistics for the City of Scottsdale and its citizenry from the 2000 U.S. Census.

### Gender

Male .....	48.5%
Female .....	51.5%

### Age Composition

Under 5 years .....	5.7%
5 – 14 years .....	11.8%
15 – 24 years .....	10.0%
25 – 54 years .....	44.6%
55 – 59 years .....	6.9%
60 – 74 years .....	13.8%
75 – 84 years .....	5.3%
85+ .....	2.1%
Median age (years) .....	39.9

### Occupational Composition

Mgmt, Business, Finance .....	24.0%
Managerial & Professional .....	22.9%
Service/Labor .....	11.6%
Sales/Office .....	33.1%
Construction/Maintenance .....	3.9%
Production/Transportation .....	4.5%

### Race/Ethnic Origin

White .....	91.2%
Asian .....	1.9%
African American .....	1.4%
American Indian .....	0.7%
Other .....	4.7%

### Educational Attainment

4 or more years of college .....	43.3%
1 – 3 years of college .....	33.0%
High School Diploma .....	16.8%
Less than High School Diploma .....	6.9%

### Land Use

Residential .....	63.0%
Undeveloped/Agricultural .....	25.0%
Industrial/Commercial .....	12.0%

### Population

1951 .....	2,021
1960 .....	27,010
1965 .....	54,504
1970 .....	67,841
1975 .....	78,085
1980 .....	84,412
1985 .....	92,844
1990 .....	130,069
1995 .....	168,176
2000 .....	202,705
July 2005 estimate .....	234,628

### Household Income

Less than \$15,000 .....	8.4%
\$15,001- \$34,999 .....	17.1%
\$35,000 - \$49,999 .....	13.4%
\$50,000 - \$74,999 .....	18.6%
\$75,000 - \$99,999 .....	12.4%
\$100,000+ .....	30.0%
Median Household Income .....	\$63,340

Source: City of Scottsdale, Economic Vitality Department

## Scottsdale Employment by Industry and Year

	2000		2010	
	Employment	Percent	Employment	Percent
Agriculture	1,918	1.5%	2,225	1.4%
Mining	122	0.1%	123	0.08%
Construction	7,077	5.5%	7,938	5.1%
Low Tech Manufacturing	2,985	2.3%	3,639	2.3%
High Tech Manufacturing	8,138	6.3%	8,762	5.6%
Transport	3,842	3.0%	4,038	2.6%
Wholesale Trade	6,674	5.2%	8,378	5.4%
Retail Trade	18,725	14.5%	23,507	15.0%
Finance, Insurance, Real Estate	16,440	12.8%	18,141	11.6%
Business Services	26,848	20.9%	36,081	23.1%
Health Industry	12,785	9.9%	14,934	9.6%
Hospitality	14,652	11.4%	17,900	11.4%
Personal Services	8,446	6.6%	10,600	6.8%
<b>TOTAL</b>	<b>128,652</b>	<b>100.0%</b>	<b>156,267</b>	<b>100.0%</b>

Source: Gruen Gruen & Associates, June 1999

## Largest Employers in Scottsdale

Rank	Company Name	Employees
1	Scottsdale Healthcare	4,400
2	General Dynamics	4,000
3	Mayo Clinic - Scottsdale	3,995
4	Scottsdale Unified School District	3,500
5	City of Scottsdale	2,864
6	CareMark (formerly AdvancePCS, Inc.)	1,636
7	DMS Direct Marketing	1,500
8	Scottsdale Insurance Company	1,300
9	Fairmont Princess Resort	1,200
10	The Vanguard Group	1,120
11	The Boulders Resort	680
12	United States Postal Service - Scottsdale	680
13	Dial Corp	650
14	JDA Software Group, Inc.	650
15	Desert Mountain Properties	638
16	Rural/Metro Corporation	625
17	First Health Group	610
18	Pegasus Solutions	600
19	E-Telecare Global Solutions	600
20	First National Bank of Arizona	530
21	Nordstroms	525
22	Hyatt Regency at Gainey Ranch	500
23	United Blood Services	498
24	Scottsdale Conference Resort	400
25	Dillards	390

Source: City of Scottsdale

Principal Property Taxpayers June 30, 2005

Taxpayer	Type of Business	Taxable Assessed Value (in thousands of dollars)	% of Total Taxable Assessed Value
Arizona Public Service Company	Gas and Electric Utility	\$47,752	1.10%
Scottsdale Fashion Square	Shopping Center	41,698	0.96%
DC Ranch, LLC	Resort	38,571	0.89%
Qwest Communications, Inc.	Telecommunications	36,168	0.83%
First American Tax Valuation	Resort	25,008	0.58%
Gainey Drive Associates	Resort	18,792	0.43%
Scottsdale Acquisition LLC	Shopping Center	15,497	0.36%
Southwest Gas Corporation	Gas Utility	13,639	0.31%
Marvin F Poer & Co.	Resort	10,371	0.24%
Pederson/BVT Promenade Assoc	Retail	10,336	0.24%
		\$257,831	5.94%

Source: The City of Scottsdale's Property Tax Auditor, as obtained from the Arizona Department of Revenue, CVP Department and the 2004 Maricopa County Treasurer's Roll.

Note: The Salt River Project Agricultural Improvement and Power District's (SRP) assessed valuation is not reflected in the total assessed valuation of the City. SRP is subject to a "voluntary contribution" in lieu of ad valorem taxation. The 2005/06 secondary assessed valuation of the Salt River Project within the City is \$23,638,512. The estimated secondary in lieu contribution is \$201,060.

Median Household Income

City	2000	1995	1990	Growth Rate
Scottsdale	\$57,484	\$48,319	\$39,037	47%
Phoenix	\$41,207	\$32,950	\$29,291	41%
Mesa	\$42,817	\$33,676	\$30,273	41%
Glendale	\$45,015	\$35,483	\$31,665	42%
Chandler	\$58,416	\$46,096	\$38,124	53%
Tempe	\$42,361	\$36,049	\$31,885	33%
Gilbert	\$68,032	\$51,660	\$41,081	66%
Peoria	\$52,199	\$40,820	\$34,205	53%
Metro Area	\$45,358	\$35,623	\$30,797	47%

Scottsdale median income as compared to Phoenix metro area median income -

Scottsdale is higher by: 27% 36% 27%

Source: Sites USA, 2000 US Census, 1995 Special US Census, 1990 US Census